

Blue Ribbon launches in Eastern Cape

Premier has launched Blue Ribbon Bread in the Eastern Cape by opening its first bakery in Port Elizabeth. The company has invested in excess of R10 million into the area, through a capital upgrade and the launch. For the launch campaign, Blue Ribbon has amended its slogan from "It's Made For You" to "It's Made For PE" on branding around the city.



CEO Tjaart Kruger said Premier was pleased to be able to launch into the Eastern Cape, as this was the next leg in fulfilling the company's strategy of developing Blue Ribbon into a national brand.

Premier has continued to invest in the bakery upgrade and has retained all employees in the Port Elizabeth bakery since its acquisition in November 2013. It has upgraded the process technology at the bakeries to produce a top quality loaf that will be marketed under the Blue Ribbon brand. The distribution infrastructure has also been enhanced to ensure that it is able to distribute within PE and the surrounding areas efficiently.

The launch phase alone will create more than 30 job opportunities at the local retail level, while Blue Ribbon is investigating CSI projects in the Eastern Cape to which it will provide long-term support.

"It is not only our brands and products but also our people that will be critical to the success of our investment into the Eastern Cape," concludes Kruger.